

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01559 202339Z

ACTION EUR-12

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FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 3600

UNCLAS STOCKHOLM 1559

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: ADS REQUEST - RENEE OF HOLLYWOOD, INC.

REF: COMMERCE CD-144, DATED MARCH 3, 1978

1. NONE OF THE FIRMS THAT WE HAVE CONTACTED ON BEHALF OF RENEE OF HOLLYWOOD, INC. HAS EXPRESSED INTEREST IN BECOMING THE COMPANY'S DISTRIBUTOR IN SWEDEN. AMONG THE FIRMS WE TALKED WITH WERE THE LEADING DISTRIBUTORS OF LADIES' UNDERWEAR AND FOUNDATION GARMENTS. THEY ALL BELIEVED THAT IT WOULD BE VERY DIFFICULT TO INTRODUCE A TOTALLY NEW BRAND ON THE SWEDISH MARKET DUE TO THE HEAVY COMPETITION BETWEEN AMERICAN AND EUROPEAN MANUFACTURERS ALREADY WELL ESTABLISHED IN SWEDEN. IN ADDITION, THERE IS INCREASING COMPETITION FROM THE LOW-PRICED MERCHANDISE IMPORTED FROM THE FAR EAST.

2. FOR A SMALL FEE, THE FEDERATION OF COMMERCIAL AGENTS OF SWEDEN WILL PUBLISH PROPOSALS IN THE FEDERATION'S MONTHLY BULLETIN. YOU MAY WISH TO SUGGEST THAT RENEE WRITE TO THE FEDERATION AND INQUIRE ABOUT THIS SERVICE.

THE ADDRESS IS: THE FEDERATION OF COMMERCIAL AGENTS
TEXTILE SECTION
HANTVERKARGATAN 46
S-112 2 STOCKHOLM, SWEDEN.

KENNEDY-MINOTT

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 apr 1978
Decapton Date: 01 jan 1960
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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From: STOCKHOLM
Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 289986
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - RENEE OF HOLLYWOOD, INC.
TAGS: BEXP, SW
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